"A Study of Women Entrepreneurs with Special reference to Satara District"

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Swami Ramanand Teerth Marathwada University, Nanded

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Introduction

Women entrepreneurs are an important part of the global quest to sustained economic development of social progress. In India , not only , the independence brought promise of equal opportunity in all sphere to women , but also laws guaranteeing for women's equal right in education and employment . During the last decade Govt. of India has taken and till taking slow but steady steps and right efforts from all area in the development of women of women entrepreneurship vis-a-vis for their maximum participation in entrepreneurial activities .

According to the Third All India Census of small Scale Industries conducted in 2001-02 & subsequent estimates made only 10.11% of the Micro & Small enterprises in India are owned by women while 9.46 % Micro Small Enterprises are managed by women. As per the latest available estimates, the number of women owned & women managed enterprises is 3.40 lakh & 13.14 lakh respectively .

In order to encourage more & more women enterprises in Medium enterprises , several schemes have been formulated by our Micro , Small & Medium Enterprise Ministry . The percentage of women entrepreneurs has been increased after globalization , in India . However as compared to order developing country, this percentage is low.

Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated. In the enterprise to women in business is a recent phenomenon in India. By and large they had confide themselves to petty business and tiny cottage industries. Women entrepreneurs engaged in business due to pull and push factors. Which encourage women to have an independent occupation. women entrepreneur engaged in business due to push and pull factors. Which encourage women to have an independent occupation. While in push factors women engaged in business activities due to family, women entrepreneurs have become increasing up common in the business world.

Women entrepreneurs is a media to increase the national income of a country. Women in South Asia have proved their talent equally with their counterpart men.

The emergence of women entrepreneur and their contribution to the national economy is quite visible in India. Women have become aware of their existence, their rights and their work situations. The number of women entrepreneur has grown over a period especially in the 1990's. Women have owned and operated business since the beginning of American history and much earlier in other part of the world. They rarely were recognized or given credit for their effort. Often women were invisible position when their husband died. Many recognized business today are owned and operated by the wife or daughter of the founder.

Due to gender discrimination and bias many women choose the option of starting and managing their own business that can impede women's success in the corporate world. Women

entrepreneur's need to be studied separately for two main reasons, the first, reason is that women's entrepreneurs has been recognized during the last decade as an untapped source of economic growth. Women entrepreneurs create a new jobs for themselves and others by being different also provide society with different solution to management, organization and business problem as well as to the exploitation of entrepreneurs opportunities. The second reason is that the women entrepreneurs has been largely neglected both in society general and in social science. Not only have women lower participation rates in entrepreneurial then men but they also generally choose to start and manage firms in different industries then men tend to do. Industries chosen by women are often perceived as being less important to economic development and growth then high technology and manufacturing further more research tend to be men streamed and too often do not take into account the specific need of women entrepreneur.

More and more high educational and research institutions are imparting knowledge and specialization. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programmes to women. Proper planning and execution are required at all levels. Proper training in right direction is to be planned meticulously. Women entrepreneurs in particular and policy planners in general to look in to this problem and develop better schemes, and opportunities to the women folk to enter into more women entrepreneurial ventures.

Any strategy aimed at economic development will be unbalanced without involving women who constitute half of the world population. Women entrepreneurship has gained momentum in the last three decades with the increase in the number of women enterprises and their substantive contribution to economic growth. In India as per the census 2001, the female population is 495 million. Globalization of economy, foreign direct investment, technological innovations and manufactured export has brought a wide range of economic and social opportunities to women entrepreneurs.

In the words of ex. President Dr. A.P.J. Abdul Kalam " Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential because their thoughts and value systems lead to the development of a good family, good society and ultimately a good nation." Women entrepreneurial traits and skills to meet the changes in trends and challenges in global markets and also to make women competent enough to sustain and strive for excellence in the entrepreneurial area."

Due to changes in technical innovation and effect of education, the disparity between man and women is reducing. Today women are entering in various challenging areas of life, such as Politics, Social Services and also business world as an entrepreneur. Women has been making a significant impact in all segment of the economy. The areas chosen by women entrepreneur are retail trade, restaurant, hotel, beauty parlor etc. Especially in rural area they are running business like small shop, tailoring institutions, animal husbandry and ship farming, poultry, beauty parlors, computer centers etc. The main objective of women entrepreneur is financial support to their families. Some educated women from rural area have started their ventures for passing their time productively. They are developing their confidence by starting some business activities. Here is need to study how the women entrepreneurs have started their career, what are their problems and what will be the solution.

Startups, Make In India, and entrepreneurship, in general, made news this year, especially with the governments at both the State and Central level rooting for entrepreneurs. The allocation of Rs 200-crore budget by the Modi government towards the empowerment of women was also welcome news.

With the hope that this will encourage more women to join the workforce in the coming years, we celebrate some women entrepreneurs of India who as leaders and technologists stand as great role models for others to follow suit.

Sr. No.	Name of the Women Entrepreneurs	Company
1	**Aditi Avasthi**	Founder and CEO of Embibe
2	**Aditi Chaurasia**	Co-founder of EngineerBabu
3	**Ajaita Shah**	Founder and CEO of Frontier Markets
4	**Anisha Singh**	Co-founder of mydala
5	**Ankita Tandon**	Co-founder of CouponDunia
6	**Anu Sridharan**	CEO of NextDrop
7	**Arpita Ganesh**	Indian Bra Queen
8	**Debdutta Upadhaya**	Co-founder and CEO of Timesaverz
9	**Gauri Jayaram**	Founder of Active Holiday Company
10	**Kanika Tekriwal**	Founder of JetSetGo
11	**Lisa Srao**	Chairman and Managing Director of I Brands Beverages Ltd.
12	**Liya Verghese and Harsha Thachery**	Founders of MasalaBox
13	**Naiyya Saggi**	Co-founder of BabyChakra
14	**Neeru Sharma**	Co-founder of Infibeam
15	**Neha Motwani**	Founder of Fitternity
16	**Preeta Sukhtankar**	Founder of The LabelCorp.
17	**Pooja Warier**	Co-founder and Director of UnLtd India
18	**Priyanka Agarwal and Anshulika Dubey**	Founders of Wishberry
19	**Rashmi Daga**	Founder and CEO of FreshMenu
20	**Richa Singh**	Founder of YourDOST
21	**Suchi Mukherjee**	Founder and CEO of Limeroad, an online social discovery platform
22	**Sreepriya Koppula**	CEO and Founder of Turnaround Systems
23	**Arundhati Bhattacharya**	Chairperson, State Bank of India (Oct 7,2013 onwards)
24	**Chanda Kochhar**	ICICI Bank MD and CEO (4th in Fortune's 50 Most powerful Women in the World-2013)

25	**Chitra Ramkrishna**	Managing Director & CEO, National Stock Exchange of India(17th in Fortune's 50 Most powerful Women in the World-2013)
26	**Naina Lal Kidwai**	Group General Manager and Country Head of HSBC India.(40th in Fortune's 50 Most powerful Women in the World-2013)
27	**Shikha Sharma**	AXIS Bank CEO. (37th in Fortune's 50 Most powerful Women in the World-2013)
28	**Vijayalakshmi Iyer**	Chairman and Managing Director, Bank of India
29	**Ashvini Yardi**	Programming Head of TV channel Colors
30	**Ekta Kapoor**	TV and movie producer, Joint Managing Director and Creative Director of Balaji Telefilms
31	**Neha Kirpal**	Founder and director of India Art Fair
32	**Zarina Mehta**	Chief Creative Officer of Broadcasting at UTV
33	**Tanya Dubash**	Executive Director & President (Marketing) of Godrej Group
34	**Lila Poonawalla**	Former CEO of Alfa Laval India and TetraPak India
35	**Indra Nooyi**	Chairman and CEO of PepsiCo
36	**Kiran Mazumdar-Shaw**	Chairman & Managing Director of Bicon
37	**Swati Piramal**	Vice Chairperson, Piramal Enterprises
38	**Jyotsna Suri**	Chairperson and Managing Director, Bharat Hotels
39	**Kirthiga Reddy**	Director of Online Operations and Head of Office India at Facebook
40	**Roshni Nadar**	Executive Director and CEO of HCL Corporation
41	**Leena Nair**	Executive Director, HR, Hindustan Unilever Ltd. (HUL)
42	**Meena Ganesh**	CEO and Managing Director, Pearson Education Services
43	**Neelam Dhawan**	MD of Hewlett-Packard India
44	**Zia Modi**	Legal Consultant, Managing partner of AZB and Partners

Leading Business Women in India :

Sr. No.	Name	Position	Company
1	Chanda Kapoor	Executive Director	ICICI Bank
2	Ekta Kapoor	Creative Director	Balaji Telefilmes
3	Jyoti Naik	President	Lijjat Papad
4	Llita D. Gupte	Jt. Managing Director	ICICI Bank
5	Preeta Reddy	Managing Director (M.D.)	Apollo Hospital
6	Rashree Pathy	Chairmen	Rashree Sugat and Chemicals Ltd.
7	Ravina Raj Kolhi	Media personality and Ex-President	Star News
8	Renuka Ramanath	CEO	ICICI Ventures
9	Tarajani Vakil	Former Chairmen and M.D.	EXIM Bank
10	Ritu Nanda	CEO	Escolife

Women Entrepreneurs in India :

States	No. Of Units Registered	No. Of Women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTS	14576	4185	28.71
Total	57452	18848	32.82

Source: Economic survey 2009-10

Review of Literature

J. B. Say (1803), described entrepreneur as one who possessed certain arts and skills of creating new economic enterprises, yet a person who had exceptional insight into society's needs and was able to fulfill them. In this definition, say has combined the 'economic risk taker' of Cantillon and ' industrial manager' of Smith into unusual character. Say's entrepreneur is influenced by creating new enterprises and at the same time is inclined by society's requirements and fulfils them through rational management of resources. According to him, entrepreneur tends to have both the qualities rather than just one quality.

Meneger (1871) also defines entrepreneur is a change agent who transform resources into useful goods and services, often creating the circumstances that lead to industrial growth. Meneger also looked upon entrepreneur as a smart individual could visualize this transform and generate the means to execute it. " Entrepreneur is able to see both extrems and envision ways to transform the raw material into a useful commodity".

Sabbarwal S. (1994) in her study discusses the relationship between social background and occupational choice in India. She tries to analyse whether the difficulties encountered by entrepreneurs of different castes and communities at the start-up stage of their enterprise are different. Study carried out by her is related to the rapidly industrializing regions of India. According to her, state regulations and lack of traning and guidance facilities have emerged as the most serious bottlenecks in business start-ups. Government has imposed many controls. As a result, instead of being an active partner in development, it has unwittingly emerged in the eyes of entrepreneurs as a passive spectator if not a major deterrent. She suggests that in order to generate a favourable environment for promotion of private investment, a policy of support and incentive systems directed to industrial growth should replace the existing control regime. The above study is confined only to those regions where rapid industrialization has taken place. During the recent times when economic transformation of India is taking place, one needs to cover those regions too that are not fully developed.

N. Manimekalai and Abdullah Mohamed, (1997-98), in their study have carried ot an economic analysis of the performance of charcoal producers and examined the problem faced by them in producing and marketing them. Three indicators were used to measure the performance viz., investment, production and profit. The authors found size of investment was directly related to the experience entrepreneur had. Seasonal problems, the migratory tendency of the labourers and lack of finance were responsible for the low level of production and below capacity operation. Since these entrepreneurs belonged to backward castes and were also illiterate, they also faced twin exploitation by wood sellers as well as charcoal buyers.

Rugmani Bai in her study " Entrepreneurship Development among Women Recent Trends" n context (1999)discusses the entrepreneurs in the current Indian context According to her , development of women entrepreneurship is a recent trend. It should be considered as an integral part of all development effort. The study concentrates on the functions that a woman entrepreneur needs to perform with regard to the size of business unit , exploring new prospects for venturing new products, good administration and coordination skill and supervision . The author also discusses the pre-requisites for the development of women's entrepreneurial capacity.

B.Shyamala in her study "Entrepreneurship Development for Women"(1999) tries to highlight the need for women entrepreneurship, problems faced by them, existing programmes that help

women to take up entrepreneurship the institutions rendering financial support to women and suggestions regarding indentified areas in which women can establish themselves as entrepreneurs . The author suggests a strategy a strategy for entrepreneurial development among women by means of providing management education as well as industrial training , enhancing indigenous techniques.

M.Rajeswari in her study " women Entrepreneurs –A Scan on their problems and prospects"(1999) has concentrated on the recent phenomenon of women entering into the arena of business. The emphasis is on the significance of entrepreneurship for women, types of enterprises owned by women , women entrepreneurship in India , the role of various institutions in the promotion of discrimination. She is of the opinion that the Indian Constitution has laid emphasis on gender equality , women are still being discriminated in various socio-economic spheres of life there still persists gender inequality.

Kiron Wadhera (1976) , " The New Bread Winner – A study on the situation of young working women" . As per author in the post independent India one of the most significant development is the speed with which women have successfully challenged men in various walls of life. This challenge is more visible in the field f employment. " The significance of the challenge lies in the fact that as a rule women are not supposed to go out in for white collar jobs at all and in no case be employed along with men".

In the past women were working either in field or on construction projects and that too along with her husband. But by and large they were confined to manual types of jobs. In two professions maximum concentration of women's employment was found i.e. Teaching and Nursing, while society gave considerable respect the former and those engaged in the latter profession were not given much respect. The author further believes that until recent times , Indian society actively discouraged women from working in what are usually called white collar jobs the overall general change in the social climate that has taken place since independence has also embolden many educated women to seek employment in those professions in which they would have never thought of entering in past. The author found that women work either out of economic necessity of to supplement their family incomes.

The growing urbanization coupled with the increase in the cost of living has forced many women to seek employment. This has lead to and created an entirely new situation. It has been found that the young women who are non entering labour market are qualitatively different from their predecessors disappointing result is found after a long debate of so many years on gender equality. Author has suggested strategies to empower women. This study also proposes to identify women entrepreneurs in rural and urban India, their nature and characteristic and constraints faced by women entrepreneurs . it has been suggested the potentials of women folk should be tapped conducive atmosphere should be created to take up entrepreneurship.

A.S.Seetharamu in his study on "Women in Organized Movement" (1979)talks about the women who role of women in the professional institution and factors influencing their participation . The main focus of the study was to bring out the various constraints and problem faced by women in their profession . It was expected that the stud would enable them to participate meaningfully in the professional organization. However, disappointing the participation of women was found in organized movements . This clearly indicates that there is lack of women to participate in organized movement.

Savitri Arputhamurthy (1990) in her study " Women, Work and Discrimination" has tried to find out the factors responsible for the existence of women entrepreneurship in India situation . According to the author, in the socio-economic development of any country , women play a crucial role. However, as a result of discriminatory socio-economic practices, they are burdened with cumulative inequalities whether it is an industrially developed country or a less developed country . In the case of rural women, the situation is worse. It has been noticed that women generally take up those specific jobs, which their male counterparts otherwise usually avoid . this leads to a kind of job segregation in the labour force of a country . This further leads to many other consequences like wage differential employment and occupational women in the rural sector therefor can be viewed from two angles i.e. (i) negative and (ii) potentially positive.

N. Lalitha in her study " Women Entrenepreneurship: Issues & strategies (1999) has discussed the Institutional support for rural women entrepreneurship development for rural women. She also discussed the favourable environment required for developing entrepreneurship. The study concentrates on developing women entrepreneurship in rural India. Different NGOs and Entrepreneurship Development Institute plays an important role. It is believed and assumed that these institutions can play a vital role to initiate the rural poor women in generating profit-making activities. According to N. Lalitha women in rural area generally face problem in getting the credit. The reason is the small size of loan required and high transaction cost, inappropriate system of banks in delivering encounter public prejudices and critism. Opposition from family and social constraints has to be overcome before they can establish themselves independently as entrepreneurs. He further adds that the risk is greater for women entrepreneurs as compared to that of their male counterparts. There are many hurdles and limitations which women face. Despite this their participation is showing a steady increase.

Research Problem

Agriculture is main occupation of the people in the Western Maharashtra. The people in this area are forced to search for gainful employment either in the district cottage industries or small scale industrial units or allied agricultural activities in their local areas. Since Independence, a good number of scheme have been implemented in western Maharashtra for development of entrepreneurs. The proposed study help to evaluate the progress of women entrepreneurs in Western Maharashtra.

Objectives

The proposed study is undertaken with the following broad objectives keeping in mind.

1. To study the profile of women entrepreneurs.
2. To study the characteristics of women entrepreneurs.
3. To explore the problems faced by the women entrepreneurs.
4. To identify the opportunities available to women entrepreneurs.
5. To take the steps for upcoming era of women entrepreneurs.
6. To suggest the measures to facilitate the development of women entrepreneurs.

Hypotheses

This study set to test following hypotheses

Despite the various problems faced by women entrepreneurs, they are working continuously and contributing to the development of nation by empowering women, creation of employment, and providing quality product to maintain the standard of their factories.

Scope of the Study

The study is going to be conducted in Western Maharashtra.
The scope of the study is limited to the statistics of 10 years, i.e., from 2006 to 2015. The women entrepreneur in the period 2006 to 2015 were considered for the purpose of present study.
District Industry Centre's as well as respondent women entrepreneurs were reluctant to give information as different business, financial support to development of women entrepreneurs, etc.

Importance of the Study

As has been stated earlier, this study is a modest beginning to understand the development of women entrepreneur of Western Maharashtra. The women entrepreneur were personally and individually contact by the researcher. This study will help the women who are willing to become entrepreneur and also help the government to frame the policies in respect of development of women entrepreneur.

Research Methodology

For the purpose of study in hand survey method is adopted for which questionnaire – schedule will prepared to collect the data from, as many as 100 sample Women entrepreneur, the selection of them will made randomly. The women entrepreneur which were available and willing to respond were considered for the purpose of data collection.

Data Collection of study :

For the purpose of study primary data as well as secondary data will be utilized ;

A) Primary data sources:

A special schedule will be developed for data collection and responses of 100 entrepreneur will collected. The selection of respondent women entrepreneurs were made randomly as mentioned earlier. In addition to this primary data were collected officers of the DIC working at different levels through personal discussion with them.

B) Secondary data sources

The secondary data to be utilized in the present study will be collected through annual report, special bulletins published by the MIDC and DIC reports prepared for the purpose of submission to the office of MIDC.

Extensive literature review will also be undertaken which consist of books, periodicals, Trade journals, Udhyojak, etc. devoted to topic of synopsis

Organization of Study

Chapter 1: Research Design and Methodology .
This chapter includes introduction, objectives, methodology, data collection, etc.

Chapter 2 : Review of Literature.
Review of literature, consists of contemporary women entrepreneur-related studies in India and Maharashtra and abroad.

Chapter 3 : Conceptual Framework of the study.
This chapter deals with the conceptual framework of the study.

Chapter 4 : Profile of Women Entrepreneurs in India.
This chapter includes profile of women entrepreneurs in India.

Chapter 5 : Profile of Women Entrepreneurs in Western Maharashtra
This chapter includes profile of women entrepreneur in Western Maharashtra.

Chapter 6 : Analysis of the Data.
The data will be tabulated, analyzed, interpreted and presented in this chapter.

Chapter 7 : Findings, Conclusions and Suggestions.
This chapter includes the conclusions and recommendations for improvement in this regards.

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